

## ORDER



**Orders**  
**Order / Rev:** 726140  
**Alt Order #:** 06400947  
**Product Desc:** EST 64 (35+)  
**Estimate:** 64  
**Flight Dates:** 11/01/12 - 11/05/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** 60 Plus Association  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot,IS-Candidate/US  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	34	\$70,850.00	\$60,222.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	34	\$70,850.00	\$60,222.50	0.00
<b>Totals</b>	<b>34</b>	<b>\$70,850.00</b>	<b>\$60,222.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	11/01/12	11/02/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	---TF--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$175.00			0.00			
2	KARE	11/02/12	11/02/12	Days of Our Lives Days of Our Lives	CM	12-1p	----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$400.00			0.00			
3	KARE	11/01/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	---TF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2			\$800.00			0.00			
4	KARE	11/01/12	11/01/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1			\$2,000.00			0.00			
5	KARE	11/02/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$2,500.00			0.00			
6	KARE	11/02/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$2,500.00			0.00			

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 Flight Dates: 11/01/12 - 11/05/12

Advertiser: 60 Plus Association  
 Product Desc: EST 64 (35+)  
 Estimate: 64

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	11/02/12	11/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
8	KARE	11/01/12	11/01/12	M-F 10-1035p KARE News 10p	CM	10-1035P	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$3,500.00		0.00			
9	KARE	11/01/12	11/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,300.00		0.00			
10	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	658-8P (6:58 PM-8:00 PM)	----F--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$2,100.00		0.00			
11	KARE	11/02/12	11/02/12	Fri Prime GRIMM	CM	8-9P (8:00 PM-9:00 PM)	----F--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$2,100.00		0.00			
12	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$900.00		0.00			
13	KARE	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	230-6P (2:30 PM-6:00 PM)	-----S-	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$1,000.00		0.00			
14	KARE	11/03/12	11/03/12	Sat Prime ENCORE	CM	8-9P (8:00 PM-9:00 PM)	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$950.00		0.00			
15	KARE	11/03/12	11/03/12	Sat Prime ENCORE	CM	9-10P (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,400.00		0.00			
16	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,500.00		0.00			
17	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,700.00		0.00			
18	KARE	11/04/12	11/04/12	Football Night in America Football Night in America	CM	6-715P	-----S	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$2,200.00		0.00			
19	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$9,000.00		0.00			
20	KARE	11/05/12	11/05/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	M-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$175.00		0.00			
21	KARE	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	KARE	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	12-1p	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$400.00		0.00			
22	KARE	11/05/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$800.00		0.00			
23	KARE	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
24	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
25	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$2,500.00		0.00			
N26	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$3,000.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KARE	11/05/12-11/11/12	M-F 630-7p		630pm-7pm	M-----	:30		<del>(\$3,000.00)</del>	0.00	NM			
	Credited														
27	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,500.00		0.00			
28	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,300.00		0.00			
29	KARE	11/05/12	11/05/12	Mon Prime A THE VOICE	CM	658-8P (6:58 PM-8:00 PM)	M-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$7,500.00		0.00			
30	KARE	11/05/12	11/05/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
N31	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	Fri Prime (8:00 PM-9:00 PM)	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
Totals													34	\$70,850.00	